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# Seeds for the Children's Gardens,—

In Special Packets at Two Cents each,—all of which are

## Burpee-Quality "Seeds that Grow."

While our aim is to encourage the children, yet this New Departure is not made altogether from altruistic motives. The increasing "LURE OF THE LAND" demands seeds in smaller packets at a moderate price, especially for children. As the first prominent American firm to properly meet this demand we shall naturally obtain considerable "free advertising." This "free advertising" will come largely from the children themselves, who, planting the BURPEE-QUALITY SEEDS (when perhaps their parents have not yet acquired the habit), will probably produce,—if the directions are carefully followed,—Choicer Vegetables and more Beautiful Flowers than those gathered from their parents' gardens.

The risk we run in making This Radical New Departure is that naturally some adults,—"Children of a larger growth,"—may be satisfied to buy the smaller packets at two cents instead of paying our regular price of five and ten cents for each variety. It is necessary to risk possible loss of trade, however, if we would really help the children,—many of whom are likely to remain customers of our children, when all are no longer children.

We expect this new departure of Seeds for the Children's Gardens to pay an actual loss in cash, but should like to be mistaken in our expectation! If the loss is not too great, however, we shall repeat the same offer for 1914,—but naturally improved from this year's experience. We ask all friends of children,—parents and teachers,—to co-operate with us in trying to make this New Departure a success.

No business is truly successful unless the transactions are *mutually profitable!* We can afford to wait, however, for any profit on this special line, as the Burpee-Business is builded not only for the present, but with an outlook to the future. A business that has no vision of the future,—or the object of which is mere money-making,—would not be worthy a life's work.

## Burpee's Combination-Collection of Seeds for the Children's Gardens.

Doubtless many readers of this circular would like to make a present to children of their own, or some friend's, and yet hesitate as to the selection of suitable varieties. Therefore we have prepared this **Ready-Made Combination-Collection of twelve packets for 25 cts.**, which with the book,—"**SMALL GARDENS FOR SMALL FOLKS**,"—will be mailed to any address in America upon receipt of 25 cts. in cash or stamps. An order for this ready-made collection may be written on the regular order sheet for other seeds,—simply stating *Children's Combination-Collection for 25 cts.* You can select any *twelve* (of the sixty named on other side) for 25 cts., but should you order *five Combination-Collections for \$1.00*, then no changes can be made in the twelve packets contained in this "*Ready-Made*" Collection, which with *The Book* is all prepared ready to address. The varieties are:

1588 Aster, Semple's Branching, Mixed; finest home-grown seed.

1876 Centaurea Imperialis, Mixed; a superb strain grown at Floradale, our California farm.

932 Dianthus, Fordhook Favorites; the best possible mixture.

300 Nasturtium, Burpee's New Royal Race of trailing Variegated Queens in all colors.

2470 Pansy, Imperial German; a splendid mixture of all colors.

2581 Phlox Drummondii; Fordhook Grandiflora.

3599 Sweet Pea, Burpee's Special Mixture of Superb Spencers; grown by us at Floradale and absolutely unequalled.

117 Beet, Burpee's Columbia.

301 Sweet Corn, Burpee's Golden Bantam,—our own Eastern-grown seed of this famous "Sweetest of All" first-early corn.

530 Lettuce, Burpee's Iceberg.

938 Radish, White Icicle.

1101 Tomato, Chalk's Early Jewel, Burpee's Special Stock; grown at Fordhook.

25 Cts. buys all the above twelve packets, neatly packed with the BRIGHT BOOK, postpaid to any address in the United States of America; five of these Collections will be mailed for \$1.00 and sent to five separate addresses, if so directed. Probably thousands of our customers will take advantage of this exceptional opportunity to make an attractive and helpful present to some of their little friends.

## Burpee's "Seeds that Grow"

Are supplied each season direct to many more planters than are the seeds of any other brand. BURPEE'S SEEDS are known the world over as the best it is possible to produce, and are acknowledged the American Standard of Excellence.



Reduced Facsimile Front Cover of OUR SILENT SALESMAN.

Progressive planters everywhere are satisfied with the Vegetables and Flowers resulting from Burpee-Quality Seeds,—grown according to the clear information freely given in the Burpee Leaflets.

In thirty-six years of successful seed selling we have introduced more Novelties that are now in general cultivation than have any three other firms. We produce Selected Stocks upon our own seed farms in Pennsylvania, New Jersey, and California, while FORDHOOK FARMS are famous as the largest trial grounds in America. No Government Experimental Station attempts such complete trials each season, and the information here obtained is of incalculable benefit to planters everywhere.

Each season we travel more than thirty thousand miles to personally inspect our growing crops and yet never travel a single mile to solicit an order! We ask, however, that you allow our SILENT SALESMAN to have your careful attention in the quiet of your own home.

Simply send us your address plainly written and kindly state where you saw this advertisement. Then by first mail you will receive

### The Burpee Annual for 1913.

A bright new book of 180 pages, its pictures by pen and pencil all that is Best in seeds, and tells the plain truth. While embellished with colored covers and plates painted from nature it is a SAFE GUIDE, entirely free from exaggeration.

Shall we send you a copy?

If so, write To-day!

A postal card will do,—and you will not be annoyed by any "follow-up" letters.

## Burpee, Philadelphia,

is sufficient address for letters, telegrams or cablegrams to reach us safely. Please put your own address on every letter sent us. It is surprising how many orders are received each season that have to go on the "No Name File," to await a letter of complaint that gives the writer's name and address. Should you forget our full address and want to order at any time, remember it is sufficient to write on the envelope

## Burpee, Philadelphia

# Seeds for the Children's Gardens,—

In Smaller Special Packets at Two Cents per Packet.

No order can be filled for less than **25 cts. for twelve packets**, but this will include copy of the unique New Book, "SMALL GARDENS FOR SMALL FOLKS."

Purchasers, whether children themselves, their parents or teachers, may select any **fifteen varieties for 30 cts.**; any **twenty for 40 cts.**, any **twenty-five packets for 50 cts.**; any **fifty packets for \$1.00**; or **\$2.00 per one hundred packets**,—assorted as desired.

The price of two cents per packet is **net** and not subject to any discount. We shall be pleased, however, to quote special prices by the thousand packets to teachers and institutions who will pay cost of transportation. With each order of twelve packets for 25 cts., or for fifteen packets or more, at two cents each, we shall give a copy of the little book, "SMALL GARDENS FOR SMALL FOLKS" (price 5 cts.) as advertised on page 108 of THE BURPEE-ANNUAL FOR 1913. We shall include also, if requested, a free copy of this Bright New Book with every fifteen packets of these seeds ordered,—at the rate of two cents per packet.

## No. of pkts. 30 Annual Flowers.

- 1524 Alyssum, Little Gem.
- 1588 Aster, Semple's Branching, Mixed.★
- 1759 Balsam, Burpee's Defiance, Mixed.
- 1809 Calliopsis, Drummondii.
- 1864 Celosia, Burpee's Magnificent.
- 1876 Centaurea Imperialis.★
- 1884 Centaurea Cyanus (Cornflower).
- 1935 Cosmos, Early-flowering, Mixed.
- 2032 Dianthus, Fordhook Favorites.★
- 2049 Eschscholtzia, Golden West.
- 2086 Gaillardia, Picta Lorenziana.
- 2118 Kochia Tricophylla (Burning Bush).★
- 2124 Larkspur, Tall Rocket, Mixed.
- 2178 Marigold, Orange Ball.
- 2232 Mignonette, Fordhook Finest, Mixed.★
- 2354 Nasturtium, Gorgeous Tom Thumb.
- 2476 Pansy, Imperial German, Mixed.★
- 2556 Petunia, Enchantress.★
- 2581 Phlox Drummondii, Fordhook Large-Flowering, Mixed.★
- 2636 Poppy, Fordhook Fairies.
- 2707 Scabiosa, Large Double, Mixed.
- 2756 Sunflower, Stella.★
- 2780 Verbena Hybrida, Extra Fine, Mixed.
- 2813 Zinnia, Mammoth Tall, Mixed.
- 2911 Canary-Bird Flower.
- 2923 Cypress Vine, Mixed.
- 3021 Morning Glory, Tall Mixed.★
- 3060 Nasturtium, Tall Variegated Queen, Mixed.★
- 3371 Sweet Pea, Best Mixed Grandiflora.
- 3599 Sweet Pea, Burpee's Surpassingly Superb Spencers for 1913, Mixed.★

## No. of pkts. 30 Choice Vegetables.

- 10 Bean, Stringless Green-Pod.★
- 65 Bean, Fordhook Bush Lima.
- 117 Beet, Burpee's Columbia.★
- 137 Beet, Swiss Chard,—Lucullus.
- 176 Cabbage, Enkhuizen Glory.
- 223 Carrot, Burpee's Oxheart.★
- 301 Corn, Sweet, Golden Bantam.★
- 360 Corn, Pop, Golden Tom Thumb.
- 383 Cucumber, Fordhook White Spine.
- 476 Lettuce, Earliest Wayahead.
- 530 Lettuce, Burpee's Iceberg.★
- 544 Musk Melon, Burpee's Netted Gem, or "Rocky Ford."★
- 574 Musk Melon, Burpee's Fordhook.
- 588 Watermelon, Fordhook Early.
- 647 Mustard, Fordhook Fancy.★
- 666 Okra, Kleckley's Favorite.
- 681 Onion, Prize-Taker.★
- 687 Onion, Red Wethersfield.
- 717 Parsley, Extra Curled Dwarf.★
- 737 Peas, Prolific Extra-Early.
- 753 Peas, Little Marvel.
- 818 Pepper, Neapolitan.
- 861 Pumpkin, Small Sugar.
- 878 Radish, Burpee's Rapid-Red.
- 938 Radish, White Icicle.★
- 1005 Spinach, New Zealand.
- 1032 Squash, Burpee's Fordhook.
- 1101 Tomato, Chalk's Early Jewel.★
- 1095 Tomato, Burpee's Dwarf-Giant.
- 1157 Turnip, Purple-Top Strap-Leaf.★

★ The Twelve Flowers marked with a star (★), together with a copy of the bright new book, "SMALL GARDENS FOR SMALL FOLKS," will be mailed for **25 cts.** You can select, of course, any twelve packets (with book) for 25 cts. Five of these "Ready-Made" Collections (each with the book) will be mailed for \$1.00.

★ The Twelve Vegetables marked with star (★), together with a copy of the bright new book, "SMALL GARDENS FOR SMALL FOLKS," will be mailed for **25 cts.**, or Five Collections for \$1.00, and mailed to five separate addresses if so directed. You may make your own selection, of course, of any twelve packets,—with the book,—for 25 cts.

You can use this circular as an order sheet,—and extra copies will be sent upon application.

W. ATLEE BURPEE & CO., Philadelphia.

Date, ..... 1913.

For enclosed remittance of..... you will please forward promptly, postpaid, the following *Seeds for the Children's Gardens.*

Numbers ordered		\$	
_____	Separate Packets as marked above at 2 cts. each . . . . .		
_____	Ready-Made Collection of Twelve Flowers, as starred (★), with The Book . . . . .		
_____	Ready-Made Collection of Twelve Vegetables, as starred (★), with The Book . . . . .		
_____	Burpee's Combination-Collection of Seeds for the Children's Gardens, seven Flowers and five Vegetables, with The Book, as advertised on the other side . . . . .		
	TOTAL . . . . .		

You will forward with the seeds.....copies of "Small Gardens for Small Folks," to which I am entitled.

Name, ..... (Ladies will please put the prefix Miss or Mrs.)

Street Address or Box Number .....

Post Office, .....

County, .....

R. D. Route, ..... State, .....

Please check (✓) here if you desire (either for yourself or a friend) BURPEE'S ANNUAL FOR 1913,—as advertised on the other side.